

Durham County Football Association

Coaches Academy



During the 2023-24 season, Durham County Football Association will once again be running a **Coaches Academy** for talented coaches across the county who are Level 3 | UEFA B or Level 2 | UEFA C qualified.

There will be five workshops on offer over the course of the season, which will consist of a blend of theory and practical. These workshops will provide rich variety, exposing coaches to different expert Coach Developers, theory / content and practical ideas. These events will also provide a forum for likeminded coaches to network, share ideas and ask questions.

Workshop 1: Wednesday 13th September 2023, 6.00-9.00 @ Durham FA

Masterclass with Sally Needham, Human Development & Performance Culture Lead @ Sheffield United FC

More information on this workshop is attached

Workshop 2: Wednesday 29th November 2023, 5.00-7.00 @ Sunderland AFC Academy of Light

Sunderland AFC Academy (Foundation Phase) Observation & Insight

Workshop 3: Thursday 18th January 2024, 5.00-7.30 @ Sunderland AFC Academy of Light

Sunderland AFC Academy (Youth Development Phase) Observation & Insight

Workshop 4: Tuesday 20th February 2024, 10.00-12.30 @ Sunderland AFC Academy of Light

Sunderland AFC (Professional Development Phase - U18s or U21s) Observation & Insight

Note this is a day time event, during half term

Workshop 5: Tuesday 5th March 2024, 6.00-8.00 @ Durham FA

Coach Development Workshop with Durham FA Coach Developers

Further Information & Booking:

Cost: £35.00

Book here: <https://rb.gy/fxkhw>

For further information please contact Richard Shuffleton on:

Richard.Shuffleton@DurhamFA.com

0191 3872928 (option 4, option 5)



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Masterclass Event – Sally Needham, Human Development & Performance Culture Lead @ Sheffield United FC

This workshop will be 3 hours of interactive theory. It will give you insight into the below areas:

- Basic understanding of neuroscience - how the brain and body works together.
- Understanding of behaviours linked to neuroscience.
- Language - the use of language to aid safety, resilience and learning.
- Environment - top tips on creating the right environment to aid safety, resilience and learning.
- The role of the coach - top tips on how the coach or adult can provide safety to aid learning, develop resilience and emotional regulation.
- Daily application and specific examples of how neuroscience has been implemented into a football academy setting.

All the above relates to developing a child's / player's window of tolerance to be able to cope with the demands of the game and life, increase decision making capabilities and increase performance.

Sally is currently an active FA Tutor, delivering the UEFA B Licence courses and on the Advanced Youth Award. Sally holds the UEFA A Licence and the Advanced Youth Award. She is currently Human Development and Performance Culture Lead at Sheffield United FC, implementing neuroscience throughout the club (academy and first team) and works with the players and staff whilst researching and presenting her findings in this area of application through a Professional Doctorate . Sally also goes into other professional football clubs and organisations to deliver bespoke CPD around this area to hopefully evoke some curiosity.

